

scop

California Transportation Commission
June 2016

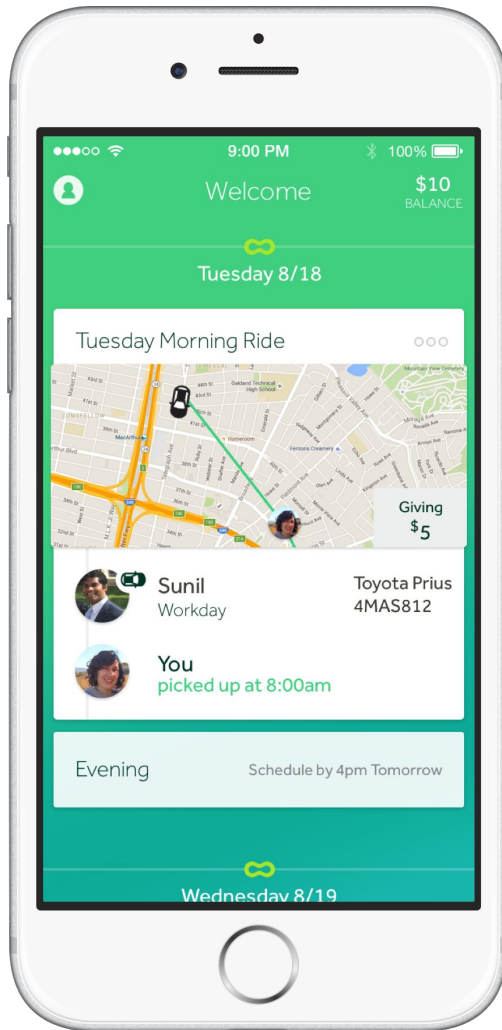
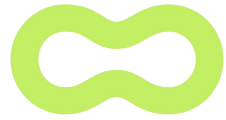




Our mission

Eliminate traffic and reimagine transportation, giving life back to commuters and communities.

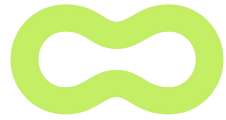




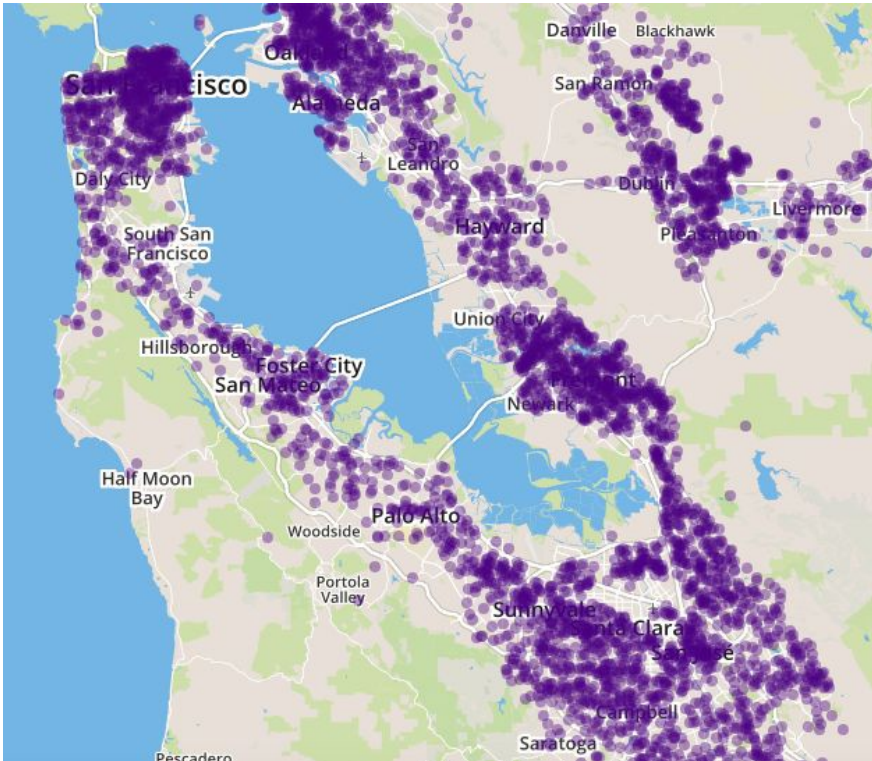
How Scoop Works

- Scoop creates custom, trip by trip carpools for commuters based on their origin, destination, and preferred commute time
- Employees schedule each one-way trip in advance
- Riders split the cost of the commute with the Driver. For an average 20 mile trip:
 - Rider gives \$6
 - Driver gets \$5
 - Scoop receives \$1
- If you use Scoop to get to work, we **GUARANTEE** you a return trip or we'll pay for an alternative.

Scoop impact: first 10 months

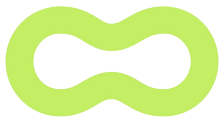


20,000+ commuters Largest Bay Area carpool network



- ✓ 80,000+ trips completed
- ✓ 40,000+ vehicles out of employer parking lots
- ✓ 10x volume of next largest carpooling business
- ✓ 600,000 pounds CO² saved
- ✓ Average user schedules ~5 trips per week

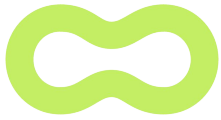
Public + Private Partnership



Public Sponsors

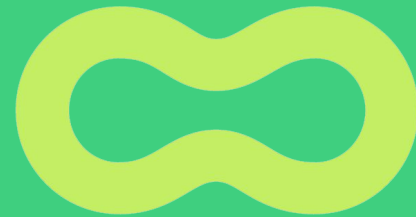
Private Partners

Policy investments to reduce congestion

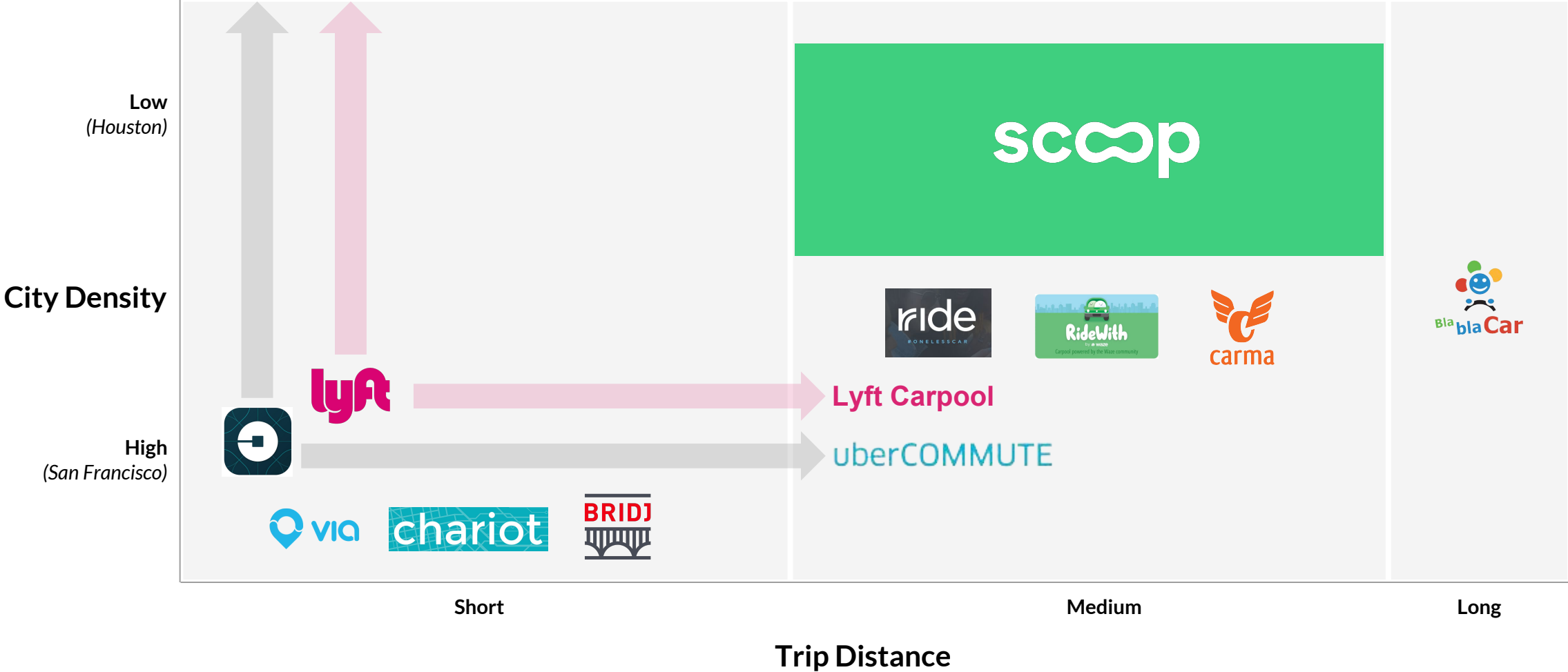
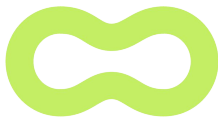


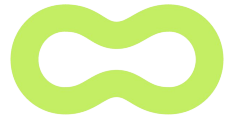
- **Carpool & managed lane investments**
 - Increased coverage + connected corridors
 - Better enforcement protocols
 - Managed lane revenue → alternative commute incentives
- **Carpooling as a pre-tax benefit**
 - Allow state-wide pre-tax carpool subsidies
 - Would ease/increase corporate sponsorship
- **Update zoning parking requirements**
 - Reduce parking space requirements on current / future development

Appendix



Mobility landscape





Rob Sadow, CEO



- Manager @ Bain & Co (6 years)
- Speciality in Customer Strategy & Marketing problems
- Former extern at Better Place (Israeli electric vehicle startup)
- Wharton '08
- High school carpool driver

Jon Sadow, CPO



- PM @ Google (4 years)
- 8th member of “autonomous” Consumer Surveys team focusing on mobile & i18n
- GW Finance / International Business '10 (1st in class)
- High school carpool rider